



# ACCOMMODATION & HOSPITALITY

## YOUR GUIDE TO THE NEW ZEALAND TOURISM STRATEGY 2015

This guide to the New Zealand Tourism Strategy 2015 (NZTS 2015) has been developed especially for accommodation and hospitality businesses. It outlines ways you can support the NZTS 2015's aim of creating a sustainable tourism industry that delivers the maximum benefit to New Zealand.

Use the guide to tick off the actions you are already doing, and find out what else you can do to enhance your business, as well as the wider tourism industry.

For further information about the NZTS 2015 and similar guides for other tourism sectors visit [www.nztourismstrategy.com](http://www.nztourismstrategy.com)





## YOUR VISITORS

### HELP NEW ZEALAND DELIVER WORLD-CLASS VISITOR EXPERIENCES.

**Delivering quality experiences to both domestic and international visitors in the spirit of manaakitanga (hospitality) is central to building on New Zealand's reputation as a desirable visitor destination.**

#### WHAT CAN I DO?

- ☐ Promote your business' quality and environmental achievements. Become Qualmark rated and use this independent star grading system to emphasise the quality of your business. Consider the star grading you want to position your business in - and aim to be the best you can be in that grading. Visit [www.qualmark.co.nz](http://www.qualmark.co.nz).
- ☐ Improve your customers' experiences by consistently offering exceptional customer service. Qualmark's customer service criteria can help you find out where you can make improvements. Aim to score highly within the criteria that apply to your business.
- ☐ Train your team so that they are knowledgeable about your product, environment and region. This is especially important for staff on the front-line, and others that sell your product.
- ☐ Encourage higher levels of visitor spending by developing and differentiating your products and services.
- ☐ Compete on quality, not price. The Tourism Industry Association offers tourism-specific advice on pricing.
- ☐ Demand for authentic Maori products is increasing, particularly those that combine traditional values and knowledge within a contemporary product. If appropriate, incorporate a Maori dimension in your establishment.

## YOUR BUSINESS

### MAKE YOUR BUSINESS – AND THE WIDER TOURISM SECTOR – MORE PROFITABLE.

**The success of New Zealand's tourism sector is ultimately dependent on the performance of the businesses within it. If they are successful, the sector will keep growing, which will deliver significant benefits to the businesses themselves, their communities and to the economy as a whole.**

#### WHAT CAN I DO?

- ☐ Start with a plan. Identify what you are trying to achieve and how you plan to get there. Have your plan reviewed by a financial advisor and business mentor.
- ☐ Encourage visitors to stay longer and spend more by identifying and researching what appeals to your target markets. The Ministry of Tourism ([www.tourismresearch.govt.nz](http://www.tourismresearch.govt.nz)) and Tourism New Zealand ([www.tourismnewzealand.com](http://www.tourismnewzealand.com)) websites both offer a wealth of useful information such as visitor preferences and forecast growth by market.
- ☐ Aim to increase your customers' satisfaction ratings each year. Record feedback on how satisfied customers were with their experience and set goals for improvement.
- ☐ Invest in the most effective distribution channels - monitor where and how your international and domestic visitors make their accommodation bookings.
- ☐ Plan how you will attract more visitors in the low and shoulder seasons. Work with your Regional Tourism Organisation (RTO) and other operators in your area, to develop packages, events and marketing initiatives that will increase off-peak travel.
- ☐ Find opportunities to lower your costs by sharing services such as marketing. Work with other tourism operators to form clusters or joint ventures.
- ☐ Invest in technology that will best manage your bookings and inventory.
- ☐ Improve your financial and management skills through business assistance and training programmes. [Business.govt.nz](http://Business.govt.nz) has specialist business information for small to medium businesses. The Tourism Industry Association also offers a range of tourism-specific business development tools.
- ☐ Upskill your employees. Well-trained people tend to be more satisfied and are more productive.
- ☐ Get more benefits from education and training by building active partnerships with training providers and Industry Training Organisations for your sector. Find information on Industry Training Organisations at [www.nzqa.govt.nz](http://www.nzqa.govt.nz).
- ☐ Build your networks by joining the association that represents your sector.
- ☐ Use the Tourism Industry Awards entry process to analyse your business practices, have your performance evaluated, and receive valuable feedback (see [www.tourismawards.co.nz](http://www.tourismawards.co.nz)).



## YOUR ENVIRONMENT

**HELP PROTECT AND ENHANCE THE ENVIRONMENT  
THE TOURISM INDUSTRY RELIES ON.**

**The tourism sector needs to protect and enhance the environment on which it depends, so that it can continue to be enjoyed by future generations and future visitors.**

### WHAT CAN I DO?

- ☐ Involve all your employees in your sustainability initiatives and reward their efforts.
- ☐ Use Qualmark's enhanced environmental criteria and support materials, such as the Responsible Tourism Guide, to lift your environmental performance. Aim to score 3 or above out of a possible 5 in the Responsible Tourism Operations criteria. Your achievements will be recognised through the Qualmark Enviro-Bronze, Silver and Gold logos. Visit [www.qualmark.co.nz](http://www.qualmark.co.nz) for more information.
- ☐ Save money by reducing energy use. Have an energy audit done, and adopt energy-management practices and new technologies to reduce energy consumption, e.g. timers, thermostats, occupancy sensors. Visit the Energy Efficiency and Conservation Authority website [www.eeca.govt.nz](http://www.eeca.govt.nz) for advice.
- ☐ Reduce waste. Monitor the amount of waste your business produces and take steps to reduce, reuse, recycle or compost it. Provide recycling facilities for visitor use.
- ☐ Conserve water. Monitor the amount of water you use and adopt water-saving practices. Invest in technologies to save water, e.g. dual flush toilets, low-flow shower heads and taps, plugs in sinks and flow restrictors in water pipes.
- ☐ Ensure your guests are aware of your sustainability efforts and let them know how they can contribute.
- ☐ Work with your suppliers to buy products that meet environmentally sustainable criteria, e.g. biodegradable cleaning products.
- ☐ Be energy wise and use renewable resources when building or renovating. Visit [www.sustainability.govt.nz/building](http://www.sustainability.govt.nz/building) for advice.
- ☐ Act on the tips in the Sustainability Guides for accommodation, and food and wine operators produced by the Ministry of Tourism. They are packed with practical ideas on ways to reduce your business' impact on the environment. Go to [www.tourism.govt.nz/sustainability](http://www.tourism.govt.nz/sustainability).
- ☐ Become a member of the Sustainable Business Network in your area. Visit [www.sustainable.org.nz](http://www.sustainable.org.nz).

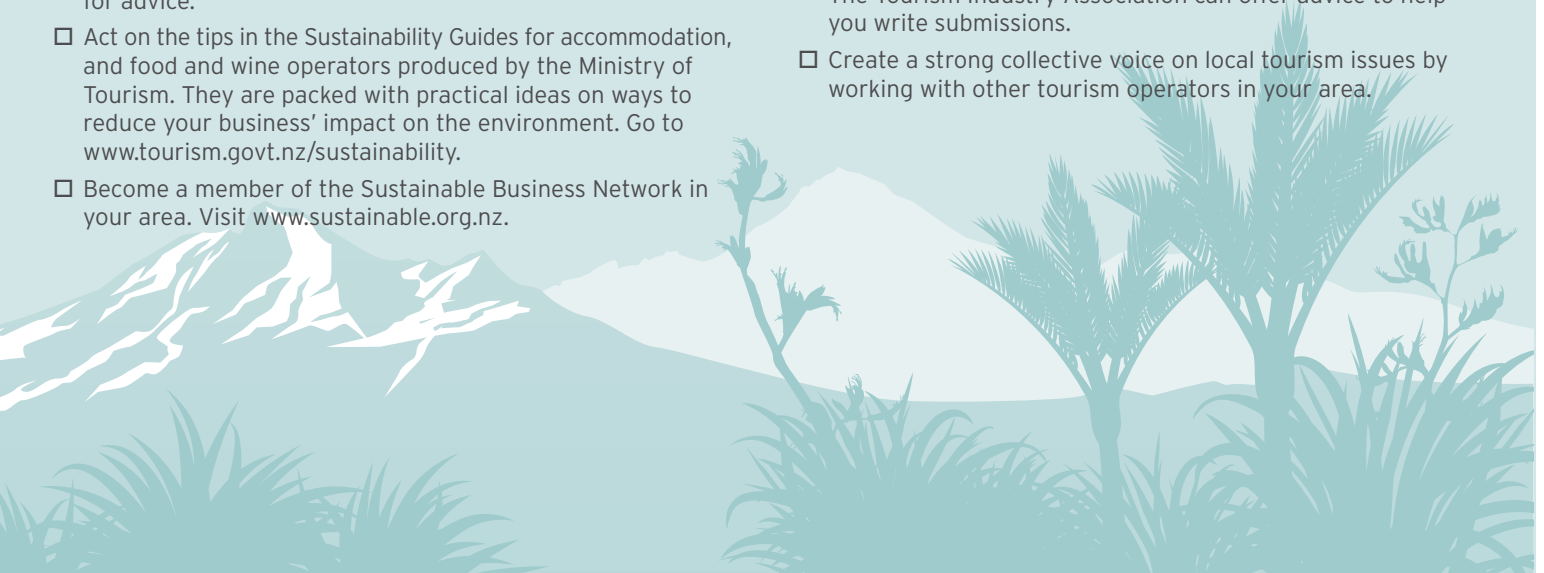
## YOUR COMMUNITY

**TOURISM NEEDS WELCOMING, WELL-MANAGED  
COMMUNITIES IF IT IS TO BE SUCCESSFUL.**

**Welcoming communities will help the tourism sector satisfy its visitors. In return, communities can gain substantial economic and social benefits from tourism. Tourism helps revitalise small towns and creates a sense of local identity and pride.**

### WHAT CAN I DO?

- ☐ Be an active and positive member of your community. Consider local sponsorships and other ways of participating in local events and activities.
- ☐ Promote what is special and unique about your region in your products and services, and highlight these to your visitors.
- ☐ Buy locally produced goods and services.
- ☐ Friendly, welcoming hosts are the basis of a world-class visitor experience. Promote the value of manaakitanga (hospitality) in your community.
- ☐ Keep your community informed of your plans and successes. Contact local media or get involved in community events and conservation projects.
- ☐ Positive relationships with your councillors and council officers will help boost the profile of the tourism sector in your area. Get to know them.
- ☐ Get involved with your community board and/or council to:
  - engage with your community
  - increase the value tourism brings to your community and
  - help manage and mitigate any undesirable effects.
 Information on your regional, district or city council is available at [www.localgovt.co.nz](http://www.localgovt.co.nz).
- ☐ Be aware of what your council is planning. Local newspapers and your council's website are good sources of information.
- ☐ Make submissions to plans such as your council's District Plan and your Regional Tourism Organisation's (RTO's) plan. The Tourism Industry Association can offer advice to help you write submissions.
- ☐ Create a strong collective voice on local tourism issues by working with other tourism operators in your area.





# NEW ZEALAND TOURISM STRATEGY 2015



## MORE ABOUT THE NEW ZEALAND TOURISM STRATEGY 2015

The New Zealand Tourism Strategy 2015 (NZTS 2015) provides the vision, values and direction to lead the tourism sector into the future. It sets out what is needed to deliver sustainable tourism that delivers the maximum benefits – economic, social, cultural and environmental – with as few unwanted effects as possible.

The NZTS 2015 was jointly developed by the Tourism Industry Association (representing the private sector), the Ministry of Tourism and Tourism New Zealand.

### VISION

“In 2015, tourism is valued as the leading contributor to a sustainable New Zealand economy”.

### VALUES

NZTS 2015 is underpinned by two key values, *kaitiakitanga* (guardianship) and *manaakitanga* (hospitality). These values provide the foundation for a sustainable approach to the development of our tourism industry. If we embrace these values, we will achieve our vision for 2015.

### OUTCOMES

To guide the tourism industry towards its vision, the NZTS 2015 has four outcomes:

**1. New Zealand delivers a world-class visitor experience**

In a competitive international environment, it is vital that we capitalise fully on the many wonders New Zealand has to offer. We must deliver products that are high quality, authentic, unique and delivered with superb service.

**2. New Zealand’s tourism sector is prosperous and attracts ongoing investment**

Our goals for the industry can only be realised if we can ensure continued profitability for those involved and secure the investment required to continue upgrading our products.

**3. The tourism sector takes a leading role in protecting and enhancing the environment**

This is essential to protect tourism’s greatest asset, and ensure the ongoing prosperity of our tourism industry.

**4. The tourism sector and communities work together for mutual benefit**

Tourism is a major economic contributor to many regions of the country. It is important that communities and operators build strong relationships and recognise each other’s contribution.

### FURTHER INFORMATION

Visit the NZTS 2015 website [www.nztourismstrategy.com](http://www.nztourismstrategy.com) or email [info@nztourismstrategy.com](mailto:info@nztourismstrategy.com).

Government and industry partners have jointly developed an implementation plan which sets out what each organisation will do during the next seven years to achieve the goals of the NZTS 2015. Read the implementation plan at [www.nztourismstrategy.com](http://www.nztourismstrategy.com).

### RELATED LINKS

Tourism Industry Association [www.tianz.org.nz](http://www.tianz.org.nz)

Ministry of Tourism [www.tourism.govt.nz](http://www.tourism.govt.nz),  
[www.tourismresearch.govt.nz](http://www.tourismresearch.govt.nz)

Tourism New Zealand [www.tourismnewzealand.com](http://www.tourismnewzealand.com)



### IMAGE CREDITS

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Treetops – [www.treetops.co.nz](http://www.treetops.co.nz)

Candlelight Dinner, Fresh Lobster, Luxury Massage – Cavalli Island Retreat & Spa, [www.cavalliislandretreat.co.nz](http://www.cavalliislandretreat.co.nz)

Old Slaughterhouse – [www.oldslaughterhouse.co.nz](http://www.oldslaughterhouse.co.nz), [www.rflemming.net](http://www.rflemming.net)

Martinborough Village Camping – [www.MartinboroughCamping.com](http://www.MartinboroughCamping.com)

Dorms, Blend Bar at Nomads Capital Backpackers Hostel – [www.nomadscapital.com](http://www.nomadscapital.com)

Waihi Beach Top 10 Holiday Park – [www.waihibeach.com](http://www.waihibeach.com)